



The Steamship "Ponce" arrives in New York with a big cargo of Tropiko Grapefruit

JUST a few days ago all of these great golden globes of delicious juiciness were ripening on their trees in the tropic Porto Rican sunshine. Today they are in the hands of your dealers, ready to be prepared for your table.

The N. Y. and Porto Rico Line Steamship "Ponce" brought them into port on Monday after a quick trip from San Juan. This "short haul" means more juice, more sweetness and more flavor for you when you eat

Tropiko Grapefruit

Tropiko Grapefruit do not have to be picked green in order to get to you before they are spoiled. They are allowed to almost ripen on the plant and are then picked, sorted, packed; and shipped to you by fast steamers. Their richness is unsurpassed. They are "the juiciest fruit in the world."

Each genuine Tropiko Grapefruit has the name "Tropiko" plainly stamped on its skin. This guarantees its juiciness, sweetness, and good flavor, and insures your satisfaction. Look for it always on every grapefruit you eat or buy. Look for the Tropiko label on every grapefruit box.

PORTO RICO FRUIT EXCHANGE



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